



# IMPACT OF SOCIAL MEDIA IN EDUCATION OF POSTGRADUATE STUDENTS IN WEST BENGAL

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## ABSTRACT

Social media has brought a radical change in the field of education. Students and teachers can stay connected through social media and use social media in different areas of education. Students are able to do self-learning through social media. Also they are able to improve their academic performance through this social media. Moreover, in the Lockdown situation during COVID-19 crisis, we can see that all the Colleges, Universities, Schools etc. are closed that's why seminars, teaching-learning programme, workshop, classes, meetings, everything is being done through social media and video conferencing apps. Day by day we are becoming more and more dependent on social media. The present study describes the impact of social media on education of post graduate students in West Bengal. Main purposes of the study were to study the impact of social media on education of P.G students in West Bengal, to find out how many hours P.G students in West Bengal spend everyday on social media and to know whether social media can encourage P.G students in West Bengal in learning or not. It is a Descriptive type of Research.

**KEYWORDS:** Impact, Social Media, Education, Post Graduate Students.

## INTRODUCTION:

In our everyday life we cannot think without social media. Social media can be called an integral part of our lives. Some of the most popular platforms using today are Facebook, Whatsapp, Youtube, Instagram, Twitter, Snapchat, Wechat, Telegram etc. Social media is an open social platform through which we can share our ideas, thoughts, feelings and also informations, photos, videos with others. Social media has turned the whole world into a Global Village (the term was coined by Marshall McLuhall in 1964) by creating contact between people all over the world. Social media has changed the way we interact with each other online. Social media has given us the ability to know what's happening in the world in real-time. Social media has bridged the gap between the two people. Through social media we can cover all the information of all over the world on a small screen of phone or computer. People use social media for different purposes. Many people use social media to stay in touch and interact with friends and family members, while others use social media to communicate with various communities. Moreover, various businesses use it as a way to market and promote their products. Many researchers say that social media has both positive and negative effects. If we can detect and eliminate the negative effects of social media, we can benefit a lot from social media.

According to the Dictionary definition, "Social Media is websites and applications that enable users to create and share content or to participate in social networking." Social media is not just limited to posting pictures about holidays online. Social media has gained credibility over the years as a reliable source of information and platform where organizations can interact with audiences".

However, social media has brought a radical change in the field of education. Students and teachers can stay connected through social media and use social media in different areas of education. The benefits of social media in the education system do not have to stop with the teacher-student relationship. There are many more benefits that can be gained from the use of social media at a higher level, such as administrators can find a way to integrate social media. Students are able to do self-learning through social media. Also they are able to improve their academic performance through this social media. From elementary school to university graduation, social media plays a role in empowering parents, students and teachers to use new ways of sharing information and build communities.

## OBJECTIVES OF THE STUDY:

1. To study the impact of social media on education of P.G students in West Bengal
2. To know whether social media can encourage P.G students in West Bengal in learning or not.

## METHODOLOGY OF THE STUDY:

- **Approach of the Study:** Descriptive survey approach was applied for conducting this research paper. The study is also qualitative in nature because qualitative analysis has been done here.
- **Population of the Study:** All the Post Graduate students in West Bengal were selected as population for the present study.
- **Selection of the Sample:** As a sample for this present study, total 150 students

were selected from eight universities i.e. Kazi Nazrul University, Sidho-Kanho-Birsha University, Jadavpur University, Burdwan University, Visva Bharati University, Coochbehar Panchanan Barma University, Raiganj University and Kalyani University. Purposive Sampling technique was used in the selection of the samples.

- **Instrument and tool for data collection:** Self made Questionnaire was used as a tool for collecting data from the sample in the present study. Here 20 questions were comprised related with social media. In this present study the final Questionnaire was distributed to the selected Universities in the form of Google Form.
- **Statistics used:** No statistical calculation has done. In this present study Percentage calculation and Graphical representation was used for the purpose of data analysis.

## TERM DEFINED:

1. **Social Media:** Social media is a computer based technology through which people can create, share, and exchange information and ideas with other people throughout the world. More than 3.9 billion people use social media. Social media are interactive Web 2.0 Internet-based application.

Social media means the social networking sites used all over the world to communicate and share all kind of data like videos, photos, information, bio-data etc. The popular social media sites are Facebook, Whatsapp, Instagram, Snapchat, Youtube, Twitter etc. (Shah, 2019)

2. **Education:** Education is the process of learning and knowing, which is not restricted to our school text-books. It is a holistic process and continues through our life. Even the regular happenings and events around us educate us, in one or the other way. It would not be an exaggeration to say that the existence of human beings is fruitless without education. An educated person has the ability to change the world, as he/she is brimming with confidence and assured of making the right moves. It Makes Better Citizens, Ensures A Productive Future, Opens New Vistas, Spreads Awareness, Helps In Decision-Making, Bolsters Confidence (Preeti, 2014).
3. **Post Graduate Students in West Bengal:** Postgraduate students are those who are studying a postgraduate course (Master Degree, MPhil, PhD). In this study, post graduate students are those students who are studying postgraduate course from different universities in West Bengal.

## DELIMITATIONS OF THE STUDY:

Following are the delimitation of the present study:

1. In the study attention was given to only Postgraduate students drawn from various universities of the study area.
2. The study was restricted to a particular area of West Bengal.
3. Only 150 students were selected as sample in this study.
4. The study was delimited to only eight universities.

5. In selection of items in this study only expert's judgements were considered.

### SOCIAL CONTRIBUTION OF THE STUDY:

It is very important to be aware that the use of social media is increasing every day. It is true that social media has become a part of our lives but we need to be aware of its negative impact. If its negative impact can be overcome then social media can be used for many good purposes, especially in the field of education.

The present study has the following significant aspects in the field of education:

- The present study helps to know that how much helpful to understand different topics by using social media.
- With the help of present study it is known for what purpose students are using social media.
- The study helps to know that how time they are devoting in social media for learning.

### OBJECTIVE WISE ANALYSIS AND INTERPRETATION:

**Objectives 1:** To study the impact of social media on education of P.G students in West Bengal.

**Table 1: Shows the percentage of students' responses towards 1<sup>st</sup> objective.**

Item No	Items	Responses	Percentage
1	Do you feel that social media has affected you positively or negatively?	Positively because I can stay connected with family and friends and be updated about society and world events	28
		Negatively because I spend too much time on social media and feel lonely without social media or technology	8
		I think that social media has affected me both negatively and positively	64
2	Do you think social media can help to enhance comprehension of complex concept?	Agree	59.3
		Neutral	34
		Disagree	6.7
3	On a regular day how many times do you spend on social media sites for self study?	Extremely often	26.7
		Moderately often	62
		Not at all often	11.3
4	Do you think that social media divert students from his/her goal?	Agree	38
		Neutral	49.3
		Disagree	12.7
5	Do you think social media has effected your exam result?	Yes	40
		No	28
		Maybe	32
6	Do you think you attract in entertainment more than education on social media?	Agree	53.3
		Neutral	32.7
		Disagree	14
7	Do you feel that social media divert students from co-curricular activities?	Agree	56.7
		Neutral	30
		Disagree	13.3
8	Do you use social media sites to clear all the doubts related to your courses?	Agree	60.7
		Neutral	26.7
		Disagree	12.7
9	Do you use social media as a learning platform in your academic life?	Yes	72
		Sometimes	25.3
		No	2.7
10	How do you feel when you are without social media for a long period of time?	Anxious, depressed, lonely, like I'm missing out on things	22.7
		I feel like I might be missing out but it's not a big deal	48.7
		It doesn't affect me in any way	28.7

### Interpretation:

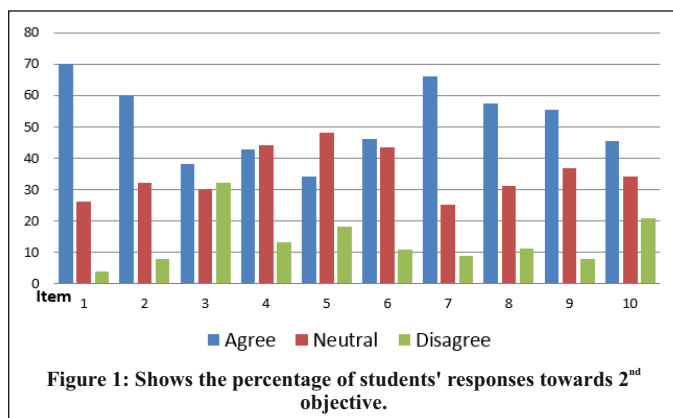
From the above table, it is observed that 28% Post Graduate students said that social media has affected them positively because they can stay connected with family and friends and be updated about society and world events, 8% Post Graduate students said that social media has affected them negatively because they spend too much time on social media and feel lonely without social media or technology and 64% Post Graduate students said that social media has affected them both negatively and positively. Therefore, it can be said that most of the Post Graduate students in West Bengal said that social media affected them both negatively and positively. In the second point, 59.3% Post Graduate students responded agree that social media can help to enhance comprehension of complex concept, 34% Post Graduate students responded neutral and 6.7% Post Graduate students responded disagree that social media can't help to enhance comprehension of complex concept. Therefore, it can be said that most of the Post Graduate students in West Bengal response agree that social media can help to enhance comprehension of complex concept. In the third point, 26.7% Post Graduate students said that on a regular day they spend extremely often on social media sites for self study, 62% Post Graduate students said that on a regular day they spend moderately often on social media sites for self study and 11.3% Post Graduate students said that on a regular day they spend not at all often on social media sites for self study. Therefore, it can be said that most of the Post Graduate students in West Bengal said that on a regular day they spend moderately often on social media sites for self study. In the fourth point, 38% Post Graduate students responded agree that social media divert students from his/her goal, 49.3% Post Graduate students responded neutral, while 12.7% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal responded neutral. With respect to fifth point, 40% Post Graduate students said that social media has effected their exam result, 28% Post Graduate students said that social media has not effected their exam result and 32% Post Graduate students said that may be social media has effected their exam result or may be not. Therefore, it can be said that most of the Post Graduate students in West Bengal said that social media has effected their exam result. In the sixth point, 53.3% Post Graduate students responded agree that they attracted in entertainment more than education on social media, 32.7% Post Graduate students responded neutral, while 14% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal responded agree that they attracted in entertainment more than education on social media. In the seventh point, 56.7% Post Graduate students responded agree that social media divert students from co-curricular activities, 30% Post Graduate students responded neutral, while 13.3% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal responded agree that social media divert students from co-curricular activities. With regard to eighth point, 60.7% Post Graduate students are said that they use social media sites to clear all the doubts related to their courses, but 26.7% Post Graduate students responded neutral, while 12.7% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal are said that they use social media sites to clear all the doubts related to their courses. In the ninth point, 72% Post Graduate students said that they use social media as a learning platform in their academic life, 25.3% Post Graduate students said that sometimes they use social media as a learning platform in their academic life and 2.7% Post Graduate students said that they do not use social media as a learning platform in their academic life. Therefore, it can be said that most of the Post Graduate students in West Bengal said that they use social media as a learning platform in their academic life. With respect to tenth point, 22.7% Post Graduate students said that without social media for a long period of time they feel anxious, depressed, lonely, like they are missing out on things, 48.7% Post Graduate students said that without social media for a long period of time they feel like they might be missing out but it's not a big deal and 28.7% Post Graduate students said that without social media for a long period of time doesn't affect them in any way. Therefore, it can be said that most of the Post Graduate students in West Bengal said that without social media for a long period of time they feel like they might be missing out but it's not a big deal.

**Objective 2:** To find out the attitude of P.G students in West Bengal towards social media.

**Table 2: Shows the percentage of students' responses towards 2<sup>nd</sup> objective.**

Item No	Item	Percentages of response		
		Agree	Neutral	Disagree
1	Do you think social media can encourage you in learning?	70	26	4
2	Do you think social media is a very interesting platform for educational purposes?	60	32	8
3	Do you feel that social media reduce interaction with the teacher?	38	30	32
4	Do you think that academic performance effected by social media?	42.7	44	13.3

5	Do you think as a result of studying on social media your ability to solve your own problem is largely lost?	34	48	18
6	Do you think that social media makes students more competent?	46	43.3	10.7
7	Do you able to enrich your knowledge by usage of social media?	66	25.3	8.7
8	Do you feel that learning through social media increases your interest?	57.3	31.3	11.3
9	Do you think that social media makes students self centered?	55.3	36.7	8
10	Do you think that social media act as an all-rounder teacher for you?	45.3	34	20.7



#### Interpretation:

From the above table and figure, it is observed that 70% Post Graduate students responded agree that social media can encourage them in learning, 26% Post Graduate students responded neutral and 4% Post Graduate students responded disagree that social media can't encourage them in learning. Therefore, it can be said that most of the Post Graduate students in West Bengal responded agree that social media can encourage them in learning. In the second point, 60% Post Graduate students responded agree that social media is a very interesting platform for educational purposes, 32% Post Graduate students responded neutral and 8% Post Graduate students responded disagree that social media is not a interesting platform for educational purposes. Therefore, it can be said that most of the Post Graduate students in West Bengal response agree that social media is a very interesting platform for educational purposes. In the third point, 38% Post Graduate students said that social media reduce interaction with the teacher, 30% Post Graduate students said that social media dose not reduce interaction with the teacher and 32% Post Graduate students said that may be social media reduce interaction with the teacher or may be not. Therefore, it can be said that most of the Post Graduate students in West Bengal said that social media reduce interaction with the teacher. In the fourth point, it is observed that 42.7% Post Graduate students responded agree that academic performance effected by social media, 44% Post Graduate students responded neutral, while 13.3% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal responded neutral. In the fifth point, 34% Post Graduate students responded agree that as a result of studying on social media their ability to solve their own problem is largely lost, 48% Post Graduate students responded neutral, while 18% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal responded neutral. With respect to the sixth point, 46% Post Graduate students responded agree that social media makes students more competent, 43.3% Post Graduate students responded neutral, while 10.7% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal responded agree that social media makes students more competent. In the seventh point, 66% Post Graduate students said that they enrich their knowledge by usage of social media, but 25.3% Post Graduate students responded neutral, while 8.7% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal are said that they enrich their knowledge by usage of social media. In the eight point, 57.3% Post Graduate students said that learning through social media increases their interest, but 31.3% Post Graduate students responded neutral, while 11.3% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal said that learning through social media increases their interest. With regard to the ninth point 55.3% Post Graduate students said that social media makes students self centered, but 36.7% Post Graduate students responded neutral, while 8% Post Graduate students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal said that social media makes students self centered. In the last point, 45.3% Post Graduate students said that social media act as an all-rounder teacher for them, but 34% Post Graduate students responded neutral, while 20.7% Post Graduate

students responded disagree. Therefore, it can be said that most of the Post Graduate students in West Bengal said that social media act as an all-rounder teacher for them.

#### FINDINGS OF THE STUDY:

The analysis and interpretation of data according to objectives wise revealed the following findings:

- To study the impact of social media on education of P.G students in West Bengal:
  - It was found that maximum number of P.G students has affected by social media both positively and negatively. It has affected them positively because they can stay connected with family and friends and be updated about society and world events and it has affected them also negatively because they spend too much time on social media and feel lonely without social media or technology.
  - Most of the P.G students in West Bengal stated that social media can help to enhance comprehension of complex concept.
  - Most of the Post Graduate students in West Bengal said that on a regular day they spend moderately often on social media sites for self study but they attract in entertainment more than education on social media and Exam result of maximum P.G students are effected by social media.
  - Most of the Post Graduate students in West Bengal responded agree that social media divert students from co-curricular activities but they use social media as a learning platform in their academic life.
- To find out the attitude of P.G students in West Bengal towards social media:
  - Most of the Post Graduate students in West Bengal stated that social media can encourage them in learning and is a very interesting platform for educational purposes but social media reduce interaction with the teacher.
  - Most of the Post Graduate students in West Bengal stated that social media makes students more competent and they enrich their knowledge by usage of social media.
  - Most of the Post Graduate students in West Bengal said that learning through social media increases their interest and social media makes students self centered.
  - Most of the Post Graduate students in West Bengal said that social media act as an all-rounder teacher for them.

#### CONCLUSIONS OF THE STUDY:

In this present study the researcher found that Social Media has both positive and negative impact in Education of Post Graduate students in various Universities in West Bengal and it is found that Most of the P.G students use social media for education and other purposes. Youtube videos are really useful for academic purposes. Whatsapp is a valuable social media tool which is being used by P.G students to stay touch with friends and teacher. Whatsapp is very much helpful for exchange informations and study materials with friends. In this research it is found that social media can help to enhance comprehension of complex concept and also students are encouraged by social media in learning. As recommendations it can be said that -use social media for educational purpose rather than entertainment, parents need to be more aware so that their children do not abuse social media because it can divert students from learning and students need to be aware of how to use social media for learning etc.

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